

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Inventor: OR, Amit  
Serial No.: New Application Filed: Concurrently Herewith  
Confirmation No.:  
Group Art: Examiner:  
Title: **Mass Viewer Audience Circuit Based Real Time Participation In  
Interactive Applications Displayed Live On Display Screens**  
Attorney Docket: 939/1

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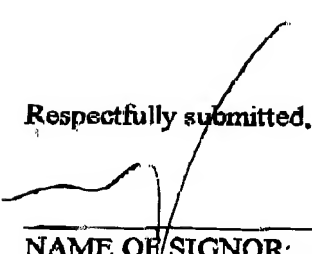
POWER OF ATTORNEY

The individual attorney Bruce E. Lilling (Reg. No. 27,656) and the Patent Agent Sean Liam Kelleher (Reg. No. 54,212) are hereby appointed as the attorney and agent to prosecute the above-identified application and to transact all business in the United States Patent and Trademark Office in connection therewith. Further, the undersigned hereby authorize the U.S. Attorney and agent to accept and follow instructions from the Israeli patent firm Factor – Patent Attorneys, 11, Amal Street, Rosh HaAyin, 48092, Israel, as to any action to be taken in the U.S. Patent & Trademark Office regarding this application without direct communications between said U.S. Attorney and the undersigned, and that the undersigned understands that, if there should be a conflict between the undersigned and Factor – Patent Attorneys, that the U.S. Attorney is the attorney for and represents Factor – Patent Attorneys, and is to follow the instructions of Factor – Patent Attorneys, and will have no liability for doing so.

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